

Make it  Yours

CUSTOMIZATION STATION

Marketing and Promotion Guide

Make it Yours

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Build a themed Mac and Cheese Bar:

Here are a few ideas to get you started.

Fajita Bowl: Diced chicken + black beans + grilled onions and peppers + salsa + cilantro + jalapeños

Taco Bowl: Lean ground beef with taco seasoning + black beans + tomatoes + red onions + salsa + crushed tortilla chips

Buffalo Bowl: Diced chicken with buffalo sauce + chickpeas with buffalo sauce + broccoli + celery + ranch dressing

BBQ Bowl: Diced chicken with BBQ sauce + kidney beans + diced red onions + tomatoes + coleslaw

Hawaiian Bowl: Diced ham + chickpeas + bell peppers + red onions + green onions + pineapple



Mac and cheese



Meat



Meat alt.



Veggie 1



Veggie 2



Topping 1



Topping 2



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Build a themed Yogurt Parfait Bar:

Here are a few ideas to get you started.

Acai Bowl: Acai + granola + bananas + blueberries + sunflower seed butter + graham crackers

PB & J Bowl: Granola + strawberries + raspberries + sunflower seed butter

Tropical Sunrise Bowl: Granola + pineapple + mango + breakfast cereal + raisins

Berry Bowl: Granola + strawberries + blueberries + strawberry compote + dried cranberries

Lowfat Yogurt



Grain 1



Fruit 1



Grain 2



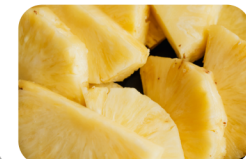
Fruit 2



Grain 3



Fruit 3



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Build a themed Nacho Bar:

Here are a few ideas to get you started.

Chili Nachos: Cheese sauce + chili + corn + diced tomatoes + avocado + sour cream

Cheeseburger Nachos: Cheese sauce + ground beef + lettuce + diced onions + diced tomato + pickle + condiments

Pulled Pork Nachos: Queso cheese sauce + pulled pork + pickled onions + shredded cheddar + guacamole + plain Greek yogurt + banana peppers + pickled Jalapeño peppers

Buffalo Chicken Nachos: Cheese sauce + diced chicken + chickpeas + celery + carrots + green onion + buffalo sauce + ranch dressing

Tortilla Chips



Meat



Cheese Sauce



Veggie 1



Veggie 2



Topping 1



Topping 2



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Build a themed Tacho Bar:

Here are a few ideas to get you started.

Chili Tots: Cheese sauce + chili + corn + diced tomatoes + avocado + sour cream

Cheeseburger Tots: Cheese sauce + ground beef + lettuce + diced onions + diced tomato + pickle + condiments

Breakfast Tots: Cheese sauce + breakfast sausage + scrambled eggs + diced tomatoes + spinach + bacon bits + condiments (ketchup, maple syrup)

Buffalo Chicken Tots: Cheese sauce + diced chicken + chickpeas + celery + carrots + green onion + buffalo sauce + ranch dressing

Tater Tots



Meat



Cheese Sauce



Veggie 1



Veggie 2



Topping 1



Topping 2



New England
Dairy

Promotion Ideas

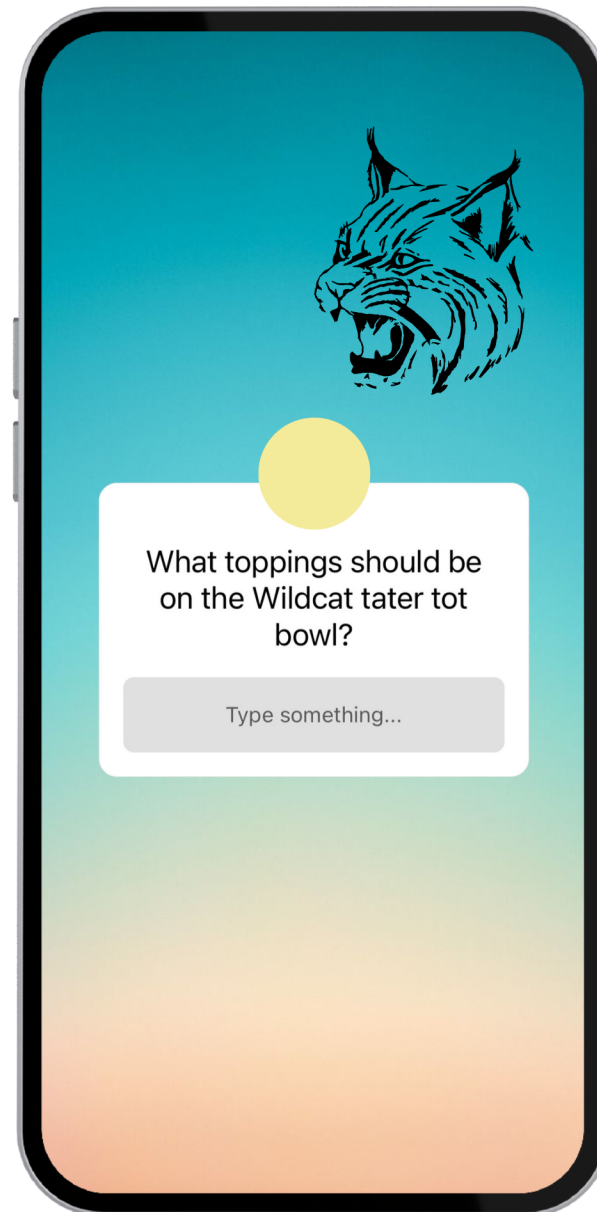
Contest Ideas

- Ask students to vote for their favorite toppings to include on bar. Include winning toppings on bar concept.
- Ask students to submit their ideas for new bar concepts and vote for the winner.

Encourage your students to share their "creations"

- Ask your students 13 or older to take photos of their creations, post them on Instagram & tag your district for a chance to win a prize.
- Ask staff to take photos of students' bar creations & share in your school newsletter or on your website.

Share your pictures with New England Dairy to highlight on our website and social media. Tag us @NewEnglandDairy.



Social Media & Communication Ideas

General Content Ideas

- Fuel the day your way in the cafeteria with our *[insert customization station bar type]* Check out today's customization options. *[Insert link to menu]*
- The Make it Yours station is open! Make lunch the way you want it with our *[insert customization station bar item]*.

Suggested Hashtags

- #schoolmeals
- #schoolnutrition
- #eatschoolmeals
- #childnutrition
- #schoollunch
- #healthykids
- #schoolbreakfast
- #healthystudents

We suggest only using 3-5 hashtags per post

Specific Content Ideas

- Fuel the day your way with a yogurt parfait. See our customizable options in our menu. *[Insert link to menu or photo of menu item display]*
- Create a cheesy mac and cheese bowl to your liking at lunch with today's topping options. *[Insert photo of menu item display]*
- Treat yourself at lunch by creating customizable tater tots!
- It's nacho average nachos. Fuel up at lunch with today's topping options. *[Insert link to menu or photo of menu item display]*

Photo Tips

- It is best to use your own photos to authentically showcase you menu.
- Photos that do well have bright lighting, an array of colors and have smiling people in them.
- Check out this [blog](#) which provides food photography tips for beginners with real food examples.

Try this homemade cheese sauce recipe from East Hampton Public Schools as part of one of your bars.

Standardized Recipe Form for School Nutrition Programs PK - 12

Recipe Name: East Hampton's Homemade Cheese Sauce **Category:** Sauce **Recipe Number:** _____

Ingredients	For <u>72 ½ cup</u> Servings		Directions
	Weight	Measure	
Butter Blend	1 Pound		<ol style="list-style-type: none"> 1. Wash Hands and kitchen surfaces and wear gloves. 2. In large Saucepan or Tilt Skillet over medium heat, melt butter then add flour. Whisk until a blonde, very thick roux is reached. 3. Whisk in milk until well combined and bring to a simmer (do not boil). 4. Allow to thicken, then remove from heat and stir in cheese and seasoning. 5. Place in covered steam pan and hold at 135F. Whisk before serving. 6. Serve ½ cup. <p>Note: You can sub half shredded American cheese for half of the shredded cheese for a creamier, milder sauce.</p>
1% milk		1 Gallon	
Flour		1 Quart and 1 Cup	
Dry Mustard		1/3 Cup	
Pepper		1 ½ TBSP	
Garlic Powder		1 ½ TBSP	
Onion Powder		1 ½ TBSP	
Cheddar Cheese		4 Quarts	
Parmesan Cheese		2 Cups	

Serving Size and Yield	
Serving Size:	½ cup
Yield:	72

Cooking Time and Temperature		
	Temperature	Time

Meal Pattern Contribution (Based on Serving Size)	
Meat/Meat Alternates (ounce equivalents):	2 MMA
Grains (ounce equivalents):	
Fruits (cups):	
Vegetables (cups):	

Nutrients Per Serving				
Calories	Total Fat (g)	Cholesterol (milligrams (mg))	Sodium (mg)	Calcium (mg)
Protein (grams (g))	Saturated Fat (g)	Total Sugars (g)	Vitamin A (international units (IU))	Iron (mg)
Carbohydrate (g)	Trans Fat (g)	Dietary Fiber (g)	Vitamin C (mg)	

1



Gather ingredients, wash hands and kitchen surfaces and wear gloves.

2



Over medium heat, melt butter then add flour. Whisk into a very thick roux.

3



Whisk in milk until well combined and bring to a simmer. Do not boil.

4



Allow to thicken, then remove from heat and stir in cheese and seasoning.